



Information Inventories for Assessment

Attractions Inventory

Identify natural (wilderness, leisure, and recreational attractions, e.g., photography, hiking, fishing, surfing, diving), built (historic monuments, buildings, etc.), and special events (festivals, rituals, ceremonies, sporting events, and music festivals).

Criteria: Aesthetic or scenic value, biodiversity value, cultural value, historical value, uses and activities, community participation, control, access, and product development potential.

Infrastructure and Services Inventory

Identify accessibility; communications, transportation, food, public services such as water, energy, health, and security; also health of community, environment; and general land use and availability.

Market Demand (Tourist) Inventory

Identify tourist trends and visitor profiles to determine travel interest in the destination. Identify existing and future travel markets by nationality/ country of origin and/or by segment.

Collect information on tourist activities, travel motivation and behavior.

Supply and Competitiveness Inventory

Identify competition (local and global) with similar attractions, products, and services. Analyze current structure, size, and condition of tourism facilities and services in the area.

Identify potential markets and opportunities for partnerships and collaboration.

Human and Institutional Capacity Inventory

Identify the actual and potential human resource base of each destination.

Determine how each community can participate in developing sustainable tourism.

Identify present and potential institutional support.

Socio-Economic, Cultural and Natural Resource Inventories (Community Impacts)

Identify the potential benefits of tourism in terms of the social, cultural and economic dynamics and its potential to benefit local culture, economies, and natural resources.

Identify the negative costs of tourism with respect to local culture, economies, and natural resources.

Environmental and Biodiversity (Ecological) Footprint Inventories

Use experts to identify flora and fauna, functioning ecosystems, physical landscapes, important biodiversity areas, water and energy sources, waste management systems, and other general ecological and environmental considerations.
